



## CAMPAIGN BUDGET + RESULTS

VER 01 • 03/20/2017

**APPROVED** 

CLIENT	HRPDC / askHRgreen.org	IS YOUR MONEY DRIP-DRIP
PROJECT	Spring Campaign 2017 for Water Awareness	DRIPPING AWAY?
JOB#	#1895	UNIFFING AWAT!
COMMITTEE	Water Awareness	000
CAMPAIGN	"Fix A Leak"	
FLIGHT DATES	03/20/2017 - 03/26/2017	
TARGET DEMO	Adults 25-54	Just a few tweaks can fix askHRgreen.org
AD VENDOR(S)	WVEC-TV, WAVY-TV, Cox Cable, WTKR.com, WTKR's ad server network	leaks and save water.

PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	CLICKS	CLICK THROUGH RATE (CTR)	SIZE(S)	BUDGET
TARGETED TV EXPOSURE: (A25-54)			37.7	4.1	1,093,000				
TOTAL TV EXPOSURE (A18+ - targeted demographics PLUS additional exposure outside of targeted audience)			45.2	3.9	2,457,300				
WVEC-TV	TV	not broken out by station						:30	
WAVY-TV	TV	not broken out by station						:30	
Cox Cable	TV	not broken out by station						:30	
TV SUMMARY:		183			2,457,300				not broken out separately
AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				57,321	290	0.51%	320x50, 300 x 250 728 x 90, 300x50	
WTKR.com	Digital Ads				14,669	110	0.75%	320x50, 300 x 250 728 x 90, 300x50	
WTKR.com	Native Ads				29,000	288	none given		
SOCIAL NETWORKS	Facebook				58,500	1,233	2.10%	770x440 visual +copy for ad	
DIGITAL SUMMARY:					159,490	1,921			not broken out separately
ADDED VALUE:					168,881				\$3,517.00
Added Value for Digital	WVEC.com				168,881				\$3,517.00
Added Value for Stations									\$0.00





COST PER THOUSAND IMPRESSIONS (total spend ÷ total impressions, including added value)

323A First Colonial Rd. • Virginia Beach, VA 23454 • 757.437.1185 RedChalkStudios.com • kim@redchalkstudios.com • ellen@redchalkstudios.com

\$5.84

## CAMPAIGN BUDGET + RESULTS VER 01 • 03/20/2017 CLIENT HRPDC / askHRgreen.org IS YOUR MONEY DRIP-DRIP PROJECT Spring Campaign 2017 for Water Awareness 🛂 DRIPPING AWAY? 🍱 JOB# COMMITTEE Water Awareness CAMPAIGN "Fix A Leak" 03/20/2017 - 03/26/2017 FLIGHT DATES TARGET DEMO Adults 25-54 Just a few tweaks can fix askHRgreen.org WVEC-TV, WAVY-TV, Cox Cable, WTKR.com, WTKR's ad server network leaks and save water. AD VENDOR(S) NUMBER OF **CLICK THROUGH** PAID MEDIA CHANNEL AD LOCATION/TYPE **REACH % FREQUENCY IMPRESSIONS CLICKS** SIZE(S) **BUDGET SPOTS** RATE (CTR) **TARGETED TOTAL FOR TV & DIGITAL** (Paid and Added 183 2,785,671 1,921 Average 0.14% \$16,276.00 Value): RETURNING **ANALYTICS** (03/20/17 - 03/26/17) **SESSIONS USERS** PAGE VIEWS PAGES/SESSION **AVG DURATION NEW VISITOR** VISITOR Google 1,817 1,623 1:00 83.70% 16.30% 2,798 1.54 **TOTAL VALUE OF SCHEDULE** \$19,793.00 \$1.22